

WHAT IS CLAIMED IS:

1. A method for incentive advertising, comprising:
 - 5 receiving a viewer profile, the viewer profile including a viewer identification;
 - selecting advertising content based on the viewer profile;
 - 10 sending the advertisement content for display to a viewer; and
 - recording a viewer response to the advertising content and the viewer identification for awarding an advertising incentive.
- 5 2. The method of Claim 1, wherein the advertising incentive is an entry into a game of chance.
3. The method of Claim 1, wherein the viewer response is a single value indicating the viewer's preference for the advertising content.
- 20 4. The method of claim 1, wherein the viewer response is the viewer's answer to an advertiser's question.
- 25 5. The method of claim 4, wherein the advertiser's question is customized by the advertiser to accompany the advertising content.
6. The method of claim 1, further comprising:
 - 30 receiving a first viewer's comments about a brand;
 - generating a chat broadcast message from the first viewer's comments;
 - transmitting the chat broadcast message to a plurality of viewers.

7. A data processing system adapted for incentive advertising, comprising:

5 a processor; and

a memory operably coupled to the processor and having program instructions stored therein, the processor being operable to execute the program instructions, the program instructions including:

10 receiving a viewer profile, the viewer profile including a viewer identification;

selecting advertising content based on the viewer profile;

5 sending the advertisement content for display to a viewer; and

recording a viewer response to the advertising content and the viewer identification for awarding an advertising incentive.

20 8. The data processing system of Claim 7, wherein the advertising incentive is an entry into a game of chance.

9. The data processing system of Claim 7, wherein the viewer response is a single value indicating the viewer's preference for the advertising content.
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10. The data processing system of claim 7, wherein the viewer response is the viewer's answer to an advertiser's question.
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11. The data processing system of claim 10, wherein the advertiser's question is customized by the advertiser to accompany the advertising content.
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12. The data processing system of claim 7, the program instructions further including:

5 receiving a first viewer's comments about a brand;

generating a chat broadcast message from the first viewer's comments;

transmitting the chat broadcast message to a plurality of viewers.

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